

I hereby certify that this correspondence is being filed via  
EFS-Web with the United States Patent and Trademark Office  
on September 29, 2009

PATENT  
Attorney Docket No.: 16222U-015600US  
Client Ref. No.: P-00881

TOWNSEND and TOWNSEND and CREW LLP

By: Andrea S. Beck

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

Ayman Hammad et al.

Application No.: 10/676,848

Filed: September 30, 2003

For: METHOD AND SYSTEM FOR  
MANAGING CONCURRENT SKU-  
BASED REWARDS PROGRAM

Customer No.: 66945

Confirmation No. 3759

Examiner: Daniel Lastra

Technology Center/Art Unit: 3688

AMENDMENT

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Commissioner:

In response to the Office Action mailed May 29, 2009, please enter the following  
amendments and remarks.